

301 West Broad Street

A Premier Mixed Use Development
Leading the Revitalization of the
Falls Church City Center



Rushmark
Properties

Background



- **Timeline of Events:**
 - Special Exception Application Submission – October 2012
 - Joint City Council Work/ Planning Commission – December 12, 2012
 - Formal Response to Staff Comments and Second Submission – January 24, 2013
 - Presentation to Economic Development Authority – February 1
 - City Council/ Planning Commission Joint Worksession – February 19
 - Planning Commission Worksession – February 25
 - City Council Worksession and Referral to Boards and commissions – March 18
 - City Council Public Hearing – March 27
 - Planning Commission Meeting– April 15
 - Formal Response to Staff Comments – April 24
 - Revised Submission – May 1
- **Numerous other meetings with City Staff, Boards and Commissions and Neighborhood**
- **Community engagement: active, ongoing and consistent**

Project Attributes



- **Substantial positive fiscal benefit.** Net fiscal impact to be \$1.32 M per year; \$22 M Net Present Value over a 20 year period. Equivalent to approximately \$0.046 per \$100 assessed value reduction in real property tax rate
- **Alignment with Comprehensive Plan and vision for the City Center**
 - Mixed Use, Pedestrian Friendly, Transit Oriented and Sustainable
- **Retail fronting on W. Broad Street**
 - 60,000 square foot Harris Teeter on the ground floor with public plaza area offering outdoor café and seating area
 - 3,470 square feet of additional retail space
- **Residential**
 - 288 rental apartments in six stories
 - Amenities: courtyard, fitness area, pool, bike racks, game room and storage
- **Underground parking for retail and residential customers/tenants**

Revisions/Improvements



- **Added more buffer area**
 - Planting area has been upgraded/increased to a minimum of 15 feet
 - Transformers have been relocated out of the buffer area
- **Moved massing and height to W. Broad St.**
 - Substantially more building setback from neighborhood
 - Approximately 90 feet height from grade at W. Broad St. to roofline
- **Enclosed “back of house” elements including the loading dock**
 - The loading dock area, trash area, and a portion of the service drive are now internal to the building
 - Eliminate visual and auditory impacts of truck loading/unloading and trash pickup
- **Reduced density**
 - The residential density has been reduced to 288 residential units
- **Underground utility service**
- **Revised Traffic Impact Analysis and Parking Assessment**
 - One point of egress from W. Broad Street for service vehicles
 - Identified mix of uses and parking ratios at other Harris Teeter locations
- **Traffic Demand Management plan**
- **Provide Traffic study provided for 24 months after retail opens**

Revisions/Improvements (cont.)



- **Streetscape conforming to City standards, maintenance provided**
- **Pedestrian accessibility improvements provided**
 - A lighted, dedicated 24-hour pedestrian connection shall be provided through the garage connecting Annandale Road, and Winter Hill Community to W. Broad Street.
 - Construction, delineation, and signalization of the missing western north/south pedestrian crossing movement at the W. Broad Street and Little Falls Street
 - Provide crosswalk on Annandale Road in the vicinity of the proposed project
- **Additional site improvements offered**
 - Left Turn In off of Broad Street
 - Pedestrian access from Winter Hill

Pedestrian Accessibility Improvements



May 6, 2013

Left Turn In from W. Broad St.



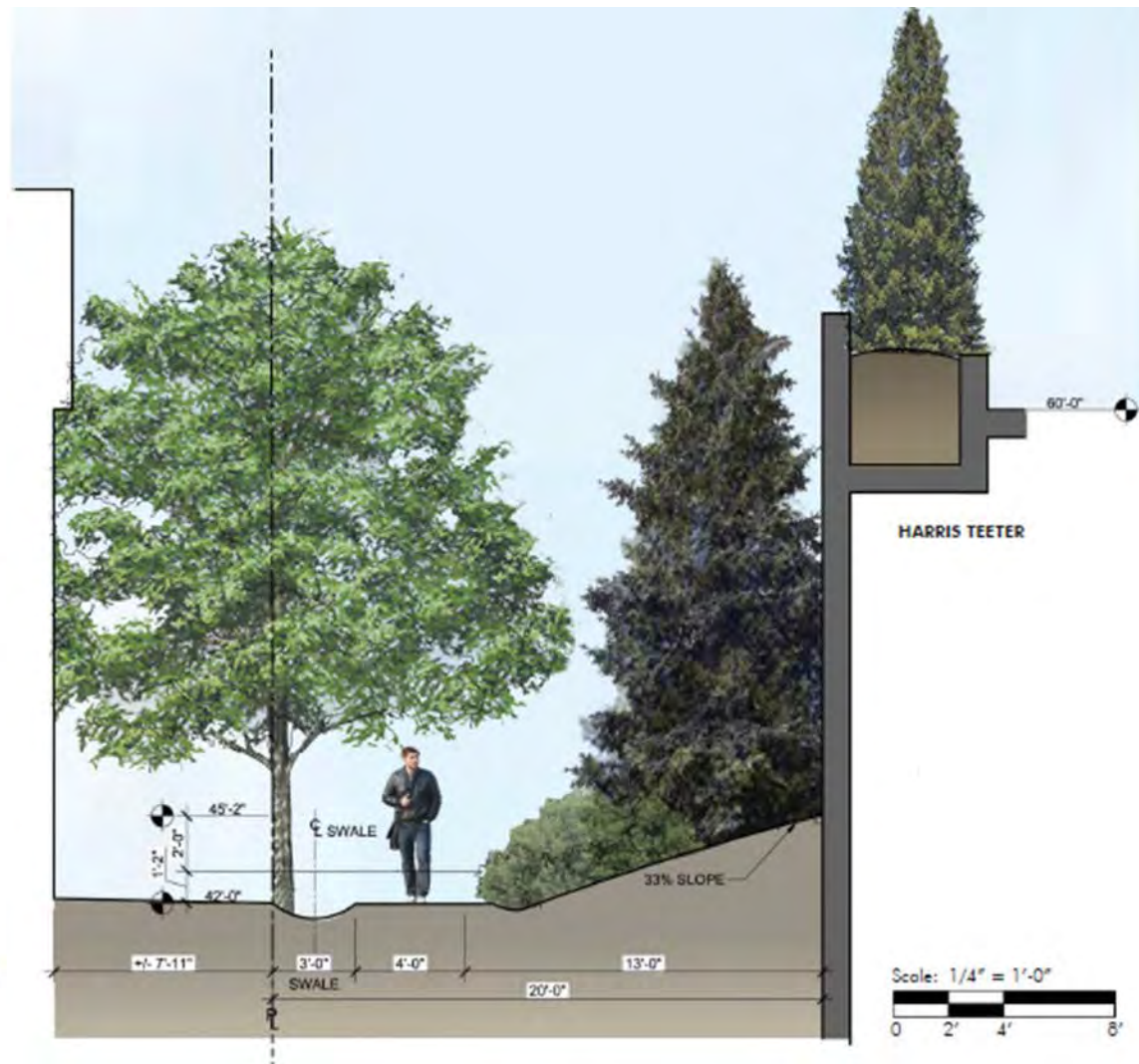
- **Routing changes induced by Left Turn In reduces traffic on Annandale Road by an estimated 1,490 cars daily**
- **City Council and Staff support required in order to pursue**
- **Potential process to obtain approval:**
 1. Set up a scoping meeting with VDOT and City to discuss the parameters of the geometric improvement
 2. Submit Waivers, Study, & Design to VDOT for review
 3. VDOT Review (Richmond and Northern Virginia – Main office, Planning, Land Development, Location & Design, and Traffic Engineering must approve) – 30-60 Days
 4. Address VDOT's comments on the waiver, study, and design
 5. Resubmit to VDOT for review 30-60 days for review (Richmond and Northern Virginia)
 6. Approval/Denial (4-6 month process)
- **Required approvals:**
 1. Waiver #1 - Reduction of turn lane at Annandale
 2. Waiver #2 - Relocation of turn lane along Broad, currently at the post office) to our proposed entrance.
 3. Waiver #3 - Potentially looking to reduce the lane widths to 11 or 10 feet wide
 4. Exception #1 - Add new Entrance along Broad as a Right-in/Right-out/Left-in

Connectivity from Neighborhood



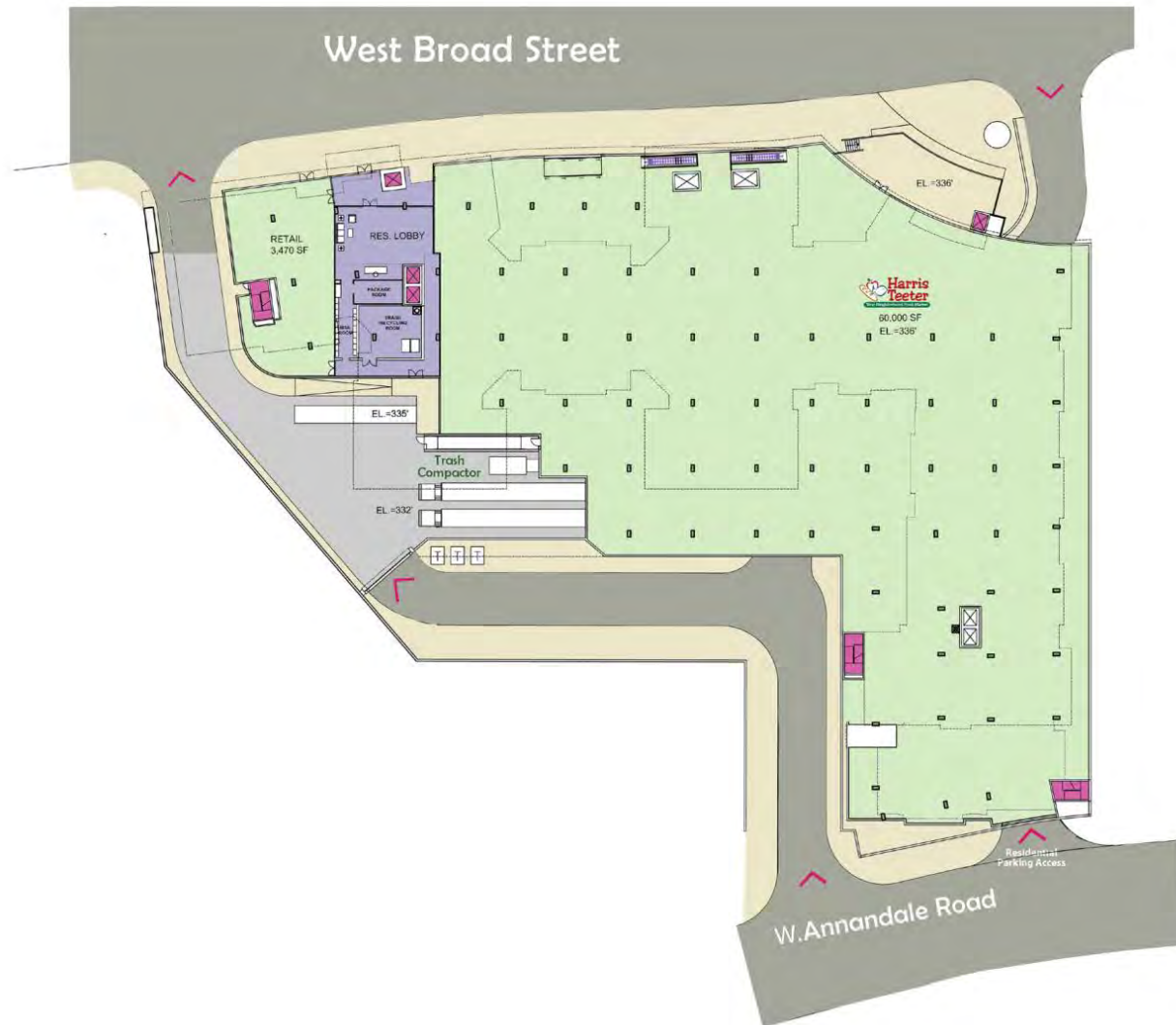
WINTER HILL
TOWNHOUSES

Buffer Section
Buffer Zone D
PROJECT #13021





Retail Level



Parking – PI



Parking – P2



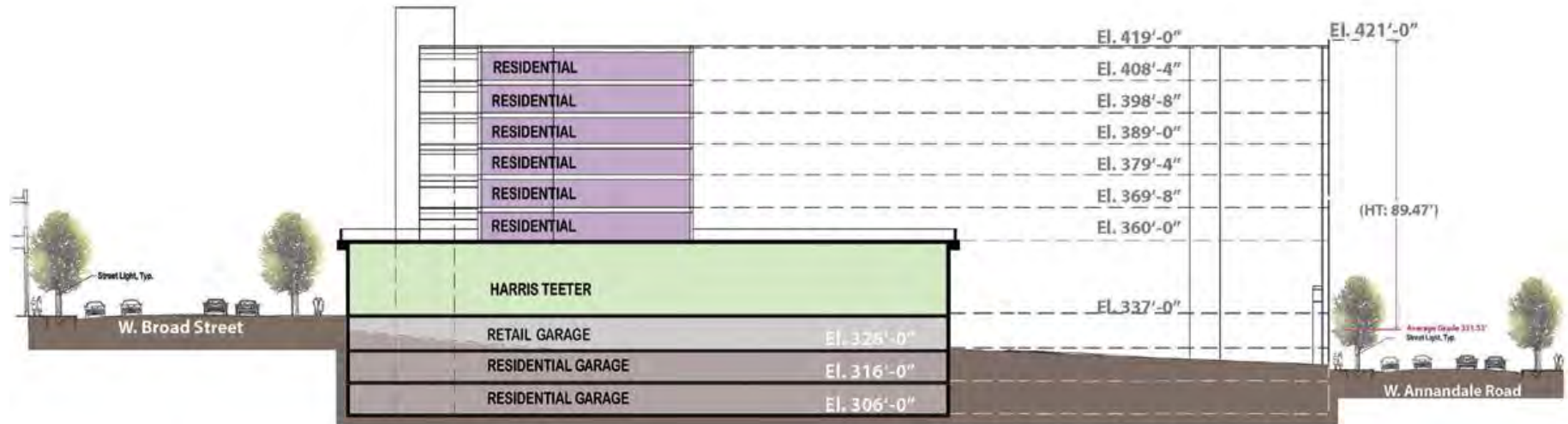
Parking – P3



RESIDENTIAL PARKING: 142 CARS

The site plan illustrates a proposed 100-unit residential development. The building layout is complex, featuring a central core with multiple wings. Units are categorized by bedroom count and size, including 1BR-A (740 SF), 1BR-D (695 SF), 2BR-B (1,200 SF), and 2BR-D (1,205 SF). The plan also shows common areas, stairs, and a central blue area that could be a pool or a water feature. The building is situated on a lot with surrounding streets and adjacent properties, with a parking lot located to the west and south of the main structure.

Section



North & West Elevations



South & East Elevations



Broad Street View



May 6, 2013

Plaza Close-Up



Broad Street View



May 6, 2013